

Central Hollywood Coalition  
A Non-Profit Corporation  
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES  
April 8, 2008  
Board of Directors Meeting  
Los Angeles Film School  
6353 Sunset Boulevard  
Hollywood, CA. 90028

**Officers and Directors Present**

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors  
Craig Donahue, Vice President, The Donahue Group  
Duke Gallagher, Secretary/Treasurer, The Production Group  
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants  
Shake Bakalyan, Wells Fargo Bank  
Susan Durante, Los Angeles Film School  
Richard Falzone, Off Vine Restaurant  
Brad Folb, Paramount Contractors  
Brent Gaulke, Gerding Edlen  
Darcy Judd, Robertson Properties Group  
Father Michael Mandala, Blessed Sacrament Church  
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

**Absent**

George Abou-Daoud, Bowery Street Enterprises  
Ryan Harter, CIM Group  
Fred Rosenthal, Ametron

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Katie Zandona, Hollywood Property Owners Alliance  
Don Duckworth, Duckworth Consulting  
Steve Seyler, Andrews International  
Joe Salazar, Andrews International

**Guests**

Senior Lead Officer Danny Pesqueira, LAPD

**1. Call to Order**

The meeting was called to order by Board President Dirk Degraeve at 4:05 P.M.

## **2. Public Comment**

There was no public comment.

## **3. Approval of Board Minutes**

**It was moved by Susan Durante, seconded by Michael Pogorzelski and CARRIED to approve the Minutes from the March 11, 2008 CHC Board Meeting. Unanimously approved.**

## **4. Treasurer's Report**

1. Treasurer's Report: Duke Gallagher distributed the financials dated March 31, 2008. Gallagher informed the board that he had submitted the Sunset and Vine BID's budget for approval to the city in February of 2008. Currently the BID finished the month of March with \$637,656 in the bank.

**It was moved by Brad Folb, seconded by Craig Donahue and CARRIED to approve the Treasurer's Report from March 31, 2008. Unanimously approved.**

2. Financial Review Report: Gallagher also reviewed with the Board the BID's Financial Review report for the 2007 year. The review was done by RBZ, LLP. Gallagher noted that the group did decide that the term "Homeless Coordinator" in the current budget would now be changed to "Homeless Services Coordination" in the budget for future years.

**It was moved by Carol Massie, seconded by Darcy Judd and CARRIED to approve the Financial Review for 2007 prepared by RBZ, LLP. Unanimously approved.**

**Start here:**

## **5. Committee and Program Reports**

### **A. Security Committee**

1. Noise Issues: Darcy Judd updated the board on the discussion at the last Security Committee meeting which featured representatives from two of the local nightclubs in the Hollywood area and residents living in the Equitable building at Hollywood and Vine. Kerry Morrison informed the board that LAPD has reached out to both club owners and residents in the area to try and mitigate the number of complaints that are being filed due to excessive noise from nightclubs. In order to give a better understanding to what occurs in the early morning hours Morrison will be planning a night out for both the Hollywood Entertainment District and Sunset and Vine boards to experience what goes on as nightclubs begin to let out around 2:00 A.M. Morrison also informed the Board that Will Rivera, LA City Attorney's Office, was at the meeting and emphasized that new developers, whether apartments or condos, need to include strong disclosure documents in their leases and purchase agreements, so residents become more aware that they are moving into an entertainment district. The next meeting will be May 8, 2008 at 10:00 A.M. in the Taft Building (1680 Vine St.), Suite 200.

2. Update from LAPD: Senior Lead Officer Danny Pesqueira updated the board on the recent crime statistics for the Hollywood area. Officer Pesqueira mentioned that the LAPD is continuing to work with the nightclubs in the area to become better informed of events that are occurring in the clubs to try and have the station prepared in case of an incident. Officer Pesqueira described to the board the April 5, 2008 Hollywood LAPD Reserve sweep which took place Saturday night from roughly 6:00 P.M. to 12:00 A.M. The reserve officers were deployed to help cite Part I and Part II crimes in the area. The area has also been given, on occasion, a team of young officers from LAPD called “the crew” which also help patrol the area looking for various offenses within the division. In closing, Officer Pesqueira informed the board that overall crime in the Hollywood area has decreased compared to previous years.

3. Andrews Update: Steve Seyler gave an overview of arrests that Andrews has made within the BID. Seyler reported that the officers have had a higher number of shopping cart violations over the past month. Seyler also informed the board that Andrews officers are continuing in their outreach efforts, and that the officers have increased their efforts on identifying more of the chronic homeless individuals in the area and are trying to connect these individuals with PATH to see what can be done to help them find shelter or aid when requested.

4. Homeless Outreach Update: Morrison recently met with the various feeding programs in the Hollywood area last month. The group will be meeting again at the end of April to continue to discuss cross-over issues that occur between the groups.

Morrison also mentioned that the staff had received the results from the homeless snapshot count from March 25, 2008. The group identified 384 individuals, and a number of vehicles and encampments within the area. With such a large homeless population in Hollywood PATH is hoping to continue their outreach efforts at their June 22, 2008 Project Connect Day at the Music Box theater. The day will include various groups coming together to offer a variety of services to those in attendance. Board members interested in volunteering for the event should contact the HPOA office.

5. Business Roundtable Meeting: Morrison informed the Board that preparations were going well for the Phil Mangano visit on April 30, 2008. Board members who were invited by the United Way should RSVP no later than Friday April 25, 2008.

#### B. Marketing and Communications

1. Preview of [Sunsetandvinebid.org](http://Sunsetandvinebid.org): Katie Zandona previewed for the board the soon to be launched Sunset and Vine BID’s new website, [www.sunsetandvinebid.org](http://www.sunsetandvinebid.org). The site features a description of the BID along with various forms of information on the BID and area. Visitors to the site will be able to find everything from meeting agendas to maps describing the area and more. The site is expected to go live with the Board’s changes before the end of the week.

2. Fashion Week Update: Craig Donahue and Katie Zandona are still speaking with representatives from ING to coordinate with venues in the Hollywood area

to continue to try and make Hollywood the next location for LA's Fashion Week. In his last discussion with ING representatives, Donahue informed the Board that the group is still considering the Social Club as the potential new venue. Donahue said he would keep the group informed as developments occur.

**C. Streetscape Committee**

1. Guest – Rick Anderson, Clean Street: Rick Anderson described for the board the current pressure washing situation in the Sunset and Vine BID. Currently all the side streets in the BID are washed during the odd months of the year while Sunset Boulevard and Vine Street are washed during the even months of the year. Anderson gave an overview of the services provided by Clean Street and how the BID should look in the mornings as businesses open. Anderson reminded the Board members to call Clean Street at 1 (800) 225-7316 and press "2" to report any items or problems in the BID.

2. News rack Ordinance: Sarah MacPherson reported that she recently testified at the Community hearing regarding possible changes to the News rack Ordinance. The ordinance's original guidelines are being challenged by publishing companies as the City begins to face budget restrictions on enforcement measures. Morrison asked the board for their permission to include them as supporters of the ordinance and to possibly write a letter on the Board's behalf to the Council President to encourage him and the Council to maintain the integrity of the original ordinance.

**It was moved by Duke Gallagher, seconded by Michael Pogorzelski and CARRIED to approve that the HPOA could include the CHC as supporters of the CLEAN Coalition and news rack ordinance. Unanimously approved.**

3. CRA Mobility Study Update: MacPherson discussed with the Board some of the elements the CRA and their consultant are considering to include in the mobility plan. Some of the elements include way-finding signage and landscape improvements. MacPherson also distributed a study conducted by the agency which compared parking availability in Hollywood as compared to other areas in the city.

**D. Nominating Committee**

1. Michael Mandala informed the board that the nominating committee had received and accepted the resignation of Richard Inouye earlier this month. Since the board now has a member position available, the committee, following the resignation, met with Chris Barton and George Nejame of Hudson Capital. Barton informed the committee that George will now become the Vice President and Manager of both Sunset Bronson and Sunset Gower Studios. Barton gave the committee his recommendation that Nejame be the official representative for Hudson Capital on the CHC Board. Mandala and the nominating committee recommended that the board elect George Nejame, Hudson Capital, to become a member of the CHC board at their May 2008 meeting.

**6. New Business**

A. Planning for Annual Property Owners Meeting: Morrison and the HPOA staff are finalizing preparations for the Sunset and Vine BID's All Property Owners Meeting.

The meeting will be taking place Tuesday, April 22, 2008 at 8:00 A.M. at AMPAS located at the northwest corner of Fountain and Vine. Members of the public are welcome to attend.

### **7. Report from Kerry Morrison**

1. CHC policy on Community Position Statements:

Morrison recommended that the Board at their next meeting have a discussion regarding the CHC's policy stance on community events and situations. Morrison informed the board that she is careful not to include their endorsement along with the Hollywood Entertainment District in events without the Board's prior permission.

2. Change Order – CHC/HPOA Agreement: Morrison reviewed with the Board the change order to the CHC and HPOA Management Agreement. The change order reflected a clarification of certain management and administrative tasks provided by HPOA to the CHC and documented the change in the monthly management fee from \$10,000 to \$11,000 per month.

**It was moved by Duke Gallagher, seconded by Carol Massie and CARRIED to approve the proposed changes to the CHC/HPOA Management Agreement. Unanimously approved.**

### **8. Consultant's Report**

1. Preparation of 2008-2009 Assessment Roll: Don Duckworth discussed with the group that he is currently preparing the new assessment roll to submit to the city in early June of 2008. The new roll will reflect a three percent increase for the adjusted CPI inflator, and should also include the new Technicolor building and Helen Bernstein High School, if the city approves these additions. Duckworth asked that if anyone on the board knew of any square footage that had been removed or added within the BID boundaries, please let him know at their earliest convenience.

### **9. Next Meeting**

The next meeting was scheduled for Tuesday, May 13, 2008 beginning at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

### **10. Adjournment**

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 6:10 P.M.